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DIGEST

JAY L. SMITH
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IFD Takes Over AA Release Sept. 6

On The beam

By JAY L. SMITH

THE best-kept secret of the current year, the identity of the new Canadian Sales Manager for Allied Artists, under that compay's new set-up with International Film Distributors, has just been revealed to the writer by sources that are unimpeachable. According to our informant, Jack Bernstein, RKO Branch Manager in Cleveland since 1948, and prior to that Toronto Branch Manager for RKO, will head the Canadian sales set-up for Allied Artists. Jack, a native of Toronto, will be welcomed back to the Queen City and the Canadian film scene by a wide circle of friends and former associates.

The switch-over for AA, from JARO to IFD, becomes official Sept. 6th. This is a tremendous boost for the independent Canadian distributing company, for Allied Artists have announced a very imposing line-up of productions for the coming year, including several in CinemaScope. President of International Film Distributors is N. A. Taylor; Raoul Auerbach is vice-president; Harry Mandell, secretary-treasurer and Doug. Rosen is General Manager. In addition to the Allied Artists product, IFD are distributing Associated British, London Films International, and Lux Films releases, and as announced in last week's issue of The Digest, will handle the re-release of David O. Selznick's "Duel in the Sun."

* * *

Charles Boasberg, popular general sales manager of RKO Radio Pictures, is resigning from RKO to become associated with Fred Schwartz in the newly-formed American Production & Distribution Corp. Well-known to the Ca-

(Continued on Page 4)

Bernstein Canadian Sales Mgr. AA New 16mm Division Set Up By IFD

At a time when Allied Artists has reached an estimated $11,000,000 gross income for the fiscal year ended July 3, a new all time high for AA, and has moved into full swing with a top product line-up, International Film Distributors, headed by N. A. Taylor, president will take over the Canadian release of Allied Artists product on September 6.

Following many rumors, that have been bandied around in Toronto, since the announcement that IFD had acquired the AA franchise for Canada, it is now a cer-

(Continued on Page 3)

Famous Schedules Cross-Country Meets

A series of conferences has been planned by Famous Players for September and October when a group of FP home office executives will confer with the Company's

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CINEMASCOPE TREMENDOUS —PAGE 6

FP 25 YEAR CLUB —PAGE 5

TERRY RAMSAYE DIES —PAGE 6

'SEVEN BRIDES' BREAKS RECORD —PAGE 7

Rosy Future For Canadian Houses Top Product Scheduled By Co's.

Better quality pictures, together with the new screen processes, CinemaScope, VistaVision and the new sound techniques have put a gleam into the eyes of Canadian exhibitors and made possible the prospect of bigger and better grosses at theatres across the country for the fall-winter season. The recent increase in attendance and business across the border and the earnings of top-rated films that are in many

(Continued on Page 4)

New Drive-In For N.B. Total Soars To 214

The opening of the Spencer circuits second drive-in, the Mountain Drive-in, at Campbellton, New Brunswick, on Friday, August 13, has raised the total number of

(Continued on Page 5)

Canadian Company Producing Film

The St. Lawrence Pictures Corp. Limited has been organized in Kingston, Ont., with Mel Turner as its head, for the purpose of producing a feature-length picture called "The Ridge", the locale being in Frontenac County. The picture will be in color, it is stated. Dorothy Crider has been named for a top role.

Keep your eyes on

N. A. TAYLOR
(See Page 3)

Canadian RKO Drive Sets Record St. John Leads In 4th Week

A Canadian RKO Drive now in progress and in its 4th week, has brought results "beyond the wildest dreams and hopes of everybody, here and in the home office", Jack Labow, Canadian General Manager for RKO stated last Monday. The Drive will continue for an additional two weeks.

Inspired by the booking innovation of multiple runs for Pinocchio and French Line which sharply broke with all previous precedent at RKO and instituted by Jack Labow, each branch has set new records in their weekly billings.

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Canadian Filmgoers Increase Since 1951

Canadians attended motion pictures in larger numbers last year than ever before despite the advent of TV broadcasting in some areas, according to the latest nation-wide survey of provincial col-

(Continued on Page 6)

ANNUAL DIGEST SHOWMANSHIP CONTEST DEADLINE AUGUST 31st!

"While 'SEVEN BRIDES'
Delights the nation,
Get ready for
A new sensation –
Your till will sing
A tingling tune
With Leo's mighty

"BRIGADOON"

(From Coast to Coast
The burning topic:
"The Stage Hit now
Is CinemaScopic!")

Show
Hoot Mon,
It's Better Than The
Broadway Success!

M-G-M presents in
CINEMASCOPE
And COLOR!

"BRIGADOON"

Starring
GENE KELLY · VAN JOHNSON
CYD CHARISSE

With
ELAINE STEWART
BARRY JONES · ALBERT SHARPE

Screen Play, Book and Lyrics by
ALAN JAY LERNER
Music by FREDERICK LOEWE
Color by ANSCO
Directed by VINCENTE MINNELLI
Produced by ARTHUR FREED

Available in Magnetic Stereophonic, Perspecta Stereophonic or Optical 1-Channel

★

NEXT AT RADIO CITY MUSIC HALL
(Although it seems that "SEVEN BRIDES" will play forever!)

BOX-OFFICE FORECAST BY TRADE PRESS:
"Topnotch business in all situations."–*M. P. Daily*
"Robust at box-office."–*M. P. Herald*
"Sure of financial success."–*Showmen's Trade Review*
"Theatre-goers will flock to the picture."–*Boxoffice*
"Certain of a welcome at boxoffices."–*M. P. Exhibitor*

Richard Third

Sir Laurence Olivier's "Richard III," set to go on location in Spain, will be filmed in VistaVision. This historical, spectacle film has an impressive array of stars headed by the producer himself and co-starring Vivien Leigh and Claire Bloom.

Keep Your Eyes On

NAT TAYLOR

Nat Taylor is one of the youngest of our important exhibitor-distributor executives in Canada. His start in show business was at the age of 12, when he distributed theatre heralds for the Adanac on College Street, Toronto.

In 1923, Nat took a law course at the University of Toronto and became interested in the operation of the Monarch Theatre on College, which was sold in 1924. That same year, still a student of law, he became assistant secretary of the Motion Picture Theatre Owners Assoc., and eventually its secretary.

He helped to organize the Independent Theatres Assoc. with the late Bud Lennon and Earl Lawson, the three of them forming the first booking-buying co-operative in Canada, Exhibitors Co-operative Assoc. Ltd. Purchasing the interests of his associates, Nat in 1931 merged Exhibitors Co-operative with Oscar Hanson's Community Theatres of Canada Ltd., trading under the name of Associated Theatres Ltd.

In 1935, Nat and Raoul Auerbach formed Exhibitors Booking Assoc., started acquiring theatres, and in 1941 joined with Famous Players to form Twinex Century Theatres Corp., which includes EBA and Inter-Theatre Services Ltd. Over 70 theatres are now operated in Ontario, under the designation of Twentieth Century Theatres.

About 1944-45 Nat became interested in distribution and acquired the franchise for PRC. From this beginning has now ripened International Film Distributors Ltd., which handles product for Associated British-Pathe, London Films International and Lux Films. Starting with Labor Day, IFD will take over the distribution of all Allied Artists product.

Mr. Taylor is President of IFD.

Across the Country

Toronto and District

Four organizations recently have expressed formal appreciation for the co-operation of exhibitors in the Toronto district in the showing of special trailers. They are the Salvation Army, Navy League of Canada, Ontario Society for Crippled Children and the Kinsmen Service Club.

• • •

Harry E. Houghton of New York, president of Muzak Corp., is summering at "Les Chalets," the country estate of his father, W. E. Houghton, on the Rideau Lake in Eastern Ontario. The spacious grounds include a private 11-hole golf course. Harry Houghton is also chairman of the executive of Britannica Educational Films.

• • •

"The French Line" had another group booking at five units of B & F Theatres, Beaver, Carlton, Prince of Wales, Vaughan and York. This picture had first run at five Odeon units in Toronto.

• • •

The drive-ins are having a field day around Ontario in the way of added patronage inducements, apart from regular giveaways-plus-service charge and playground features for kiddies. The Kingston D-I staged a prize draw while the Twilite at London gave away tickets each night for a week on four prize awards, the top one valued at $225, staged late Saturday night, Aug. 21. In Western Ontario at Niles Town, the Sunset has conducted bingo games for a $60 jackpot.

• • •

Ed Hubbard of the Cinema Theatre, Hamilton, has staged a lengthy Summer Festival of Hits with a varied array of double bills, some of them revivals. He reached a climax at mid-August when he presented a program consisting of "Phantom of the Opera" and "All Quiet on the Western Front."

• • •

Herb McLuhan, 36, a projectionist of Tillsonburg, Ont., escaped with injuries when his airplane crashed in a field near Mount Forest August 15, during a fog. He was thrown from the plane and sustained a broken leg and various bruises.

• • •

Crawley Films Limited has just captured its 50th film award in five years of festival competitions in various countries, including the title of "Canadian Film of the Year" on two occasions.

The latest distinction is the Award of Merit by the Film Council of Greater Boston for the picture "Age of Turmoil."

• • •

Hamilton now boasts its third CinemaScope which has been installed in the Strand Theatre, a unit of United Amusement Co. Limited, headed by H. W. and Harold Braden, Famous Players partners. The Strand is under the supervision of Kent Craig. Previous installations were at the Famous Players' Tivoli and the Odeon Capitol.

Maritimes

The second annual State of Israel Bond Drive was enthusiastically touched off in Saint John recently at a dinner in the Admiral Beatty Hotel. Mr. Justice Ivan C. Rand of the Supreme Court of Canada was the principal speaker. More than 200 men and women heard Mr. Justice Rand, who has travelled extensively throughout Israel, outline in detail the history of the State of Israel Second Development Issue, and declare that the hopes and dreams of "Israelites" rest upon the success of the current campaign, opening across Canada and the United States. Mr. Mitchell Franklin is Co-Chairman of the Saint John Israel Bond Drive Committee. Mr. J. M. Franklin is Honorary Chairman for both the Saint John and Maritime Committees, and Mr. Joshua Lieberman is Co-Chairman for the Bond Drive in the Maritime Provinces. Mr. Mitchell Bernstein is Co-Chairman of the Saint John Bond Drive Committee.

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ALLIED ARTISTS

(Continued from Page 1)

tainty that Jack Bernstein, will become the Canadian Sales Manager for the company when the franchise passes to IFD.

D. V. Rosen, IFD General Manager, announced last week that in light of its expanded activities IFD will move to 386 Victoria St. on October 1, the building now occupied by Dominion Sound Equipments Ltd.

The announcement went on to say, that the IFD head office, Toronto branch, and the new 16mm division, headed by Sam Lambert will occupy IFD's new premises.

Negotiations for the acquisition of the AA franchise were carried through by N. A. Taylor, D. V. Rosen for IFD and AA Canadian representative O. R. Hanson, Steve Broidy and Ed Morey for AA.

Elsewhere in the issue listing the top product from all major companies, will be found the current product due for early release by AA through IFD.

Fire Razes Film Troy

A super-colossal fire that wasn't part of the script for the film "Helen of Troy", destroyed a giant reproduction of the ancient city on August 19th. Wood and papier-mache walls and towers collapsed on a two-acre movie set. Warner Brothers, producer of the $5,000,000 extravaganza, estimated damage at $100,000.

Julius Caesar

MGM has announced that the booking of "Julius Caesar" will be resumed next month after the reopening of schools. The much-acclaimed Shakespearean film was partially withdrawn from circulation and given a "vacation" during the summer while schools were not in session. First playdates will be around Oct. 15.

DIGEST DITTOS

APRIL 3rd, 1920

A tea sponsored by the Women's Century Club and arranged by Famous Players Lasky in the ballroom of the King Edward Hotel, was held on March 25th. Jack Arthur directing the Regent Theatre Orchestra provided the musical accompaniment for the screening of "Every Woman".

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On The Beam

(*Continued from Page 1*)

dian trade, and a frequent visitor to Toronto, Charles Boasberg has been associated with RKO for the past 25 years, rising from salesman, through district manager and division manager, to the position of general sales manager in September, 1952. The Digest joins his many friends, in wishing him the best of luck in his new enterprise.

Walter Branson, RKO's foreign general sales manager, takes over as world-wide sales head for RKO immediately, with a domestic and a foreign sales manager to work under his direction, to be announced shortly. Branson is also well-known to Canadian film executives, having served as assistant general sales manager for RKO, before taking on the foreign sales supervision.

* * *

Another veteran film executive to announce a change this week is J. Robert Rubin, vice-president of Loew's, Inc., who is retiring after 30 years with the company. Rubin, who is 72 years old, stated that he felt he was entitled to a little rest after 40 years in the business, and that he had no intention of forming any new association within the Industry. Rubin joined Loew's in 1924, when the company purchased Louis B. Mayer Pictures, and the Goldwyn Company, forming Metro-Goldwyn-Mayer. As part of the Mayer deal, Loew's acquired the services of Louis B. Mayer, Irving Thalberg and J. Robert Rubin, with Rubin becoming vice-president in charge of the Eastern offices headquartering in New York. Under Rubin's contract, he owns a 5.1 per cent share in the profits of all MGM films.

* * *

A sad blow to Film Trade Journalism in the U.S., was the death last Friday of Terry Ramsaye, former editor of the Motion Picture Herald, and for the past two years Consulting Editor for the Herald, as well as columnist for the same Quigley paper. Terry made a number of friends among Canadian exhibitors, and will be greatly missed by all who knew him, and who read his column.

* * *

Next week marks the start of Paramount's "40th Anniversary Drive—A Salute To The Future." The week beginning Aug. 30th has been designated as "Arthur Schwalberg Week" in honor of the genial president of Paramount Film Distributing Corp. Week beginning Sept. 6th, is by tradition, "Paramount Week," and the week beginning Oct. 24th, has been set as "Oscar Morgan Week," honoring the popular Shorts Subjects sales manager. Win Barron is Canadian Drive Captain.

* * *

Can't let another week go by without a mention of W-B's "King Richard and the Crusaders," which I caught at a private screening two weeks ago. Produced in CinemaScope, and filmed in WarnerColor, the picture is a winner from start to finish, and should pile up a terrific gross, especially in Canada.

* * *

United Artists have tied up the distribution of the forthcoming Marciano - Charles heavyweight title bout, set for Sept. 15th at New York's Yankee Stadium. If the return bout is anything like their June battle-royal, Charles Chaplin, U.A.'s Canadian G-M has good cause for that "cat-that--ate-the-canary" look he has been wearing lately. Incidentally, the news that Goldstein Productions, formed by the late Leonard Goldstein, will continue under the direction of Leonard's brother, Robert, and will release through U.A. as previously announced, is another source of satisfaction for Chaplin and U.A.

FAMOUS PLAYERS

(*Continued from Page 1*)

partners and associates and district managers. The meetings will take the form of round-table discussions on product, operation, confections, advertising, new media of presentation and other important topics.

The head office party will leave Toronto on September 11th arriving in Winnipeg on September 13th for a two day session. Regina will be the next stop for a one day meeting and the party arrives in Calgary, Thursday morning, September 16th for a one day visit. Edmonton will be the scene of a meeting on September 17th and the next meetings will be held in Vancouver for two days, September 20th and 21st.

The party will include John J. Fitzgibbons, R. W. Bolstad, Ben Geldsaler, Bob Eves, George Cuthbert, J. J. Fitzgibbons Jr. and James R. Nairn.

On October 4th and 5th meetings will be held in St. John, N.B.; in Toronto on October 13th and 14th and in Montreal Oct. 20th.

ROSY FUTURE

(*Continued from Page 1*)

instances running ahead of expectations, confirm this prospect.

Two important factors contributing to this upsurge in business, is the new practise of not hoarding big pictures but releasing them as fast as possible, and the emphasis by both distributors and exhibitors on showmanship, at all levels.

The heavy ammunition that has been readied by all the distributing companies includes the following:

Allied Artists, "Ketchikan," "The Bob Mathias Story," "The Human Jungle," "Annapolis Story" and two CinemaScope productions.

Columbia, "Caine Mutiny," "On The Waterfront," "Pushover," "The Violent Men" and their biggest all-time expectation "The Long Gray Line," starring Tyrone Power, in CinemaScope and color. "Three for the Show," Betty Grable —CinemaScope.

> It is gratifying that the heads of all circuits are amazed at the Columbia delivery. Certainly the next year looms as Columbia's biggest in its history.
> HARVEY HARNICK, Canadian General Mgr., Columbia

Empire-Universal, with product from Universal and Republic has "Magnificent Obsession," U-I's first CinemaScope production "Black Shield of Falworth," and from Republic, "Trouble In The Glen" and "The Shanghai Story."

> The real fast delivery of important pictures, guarantees a much superior show-window than ever before in the history of Empire-Universal.
> MARK PLOTTEL, Canadian General Manager, Empire-Universal.

MGM, "Seven Brides For Seven Brothers," GWTW re-issue, "Brigadoon," "Beau Brummell" and "Rogue Cop."

> Our 1954-55 product schedule surpasses even our top quality motion pictures of the past. This year with added CinemaScope, Perspecta Sound and Color, the Lion will have reason to roar with more than usual pride. We feel sure exhibitors will share our enthusiasm and continue to prosper from the public response to good entertainment which MGM consistently delivers.
> HILLY CASS, Canadian General Sales Manager, MGM.

Paramount with "Knock On Wood," "Living It Up" and "About Mrs. Leslie," now in release, have "Rear Window," "Sabrina," "Country Girl" and their first in VistaVision, "White Christmas."

> Our pictures speak for themselves, the ones in release and our coming product. "Knock On Wood" is holding over everywhere to record-breaking business while "Living It Up" is outgrossing every previous Martin and Lewis picture. This is our pledge and "Salute To The Future".
> GORDON LIGHTSTONE, Canadian General Mgr., Paramount Pictures

JARO with its top grosser "Kidnappers" still ringing up record runs, has "The Maggie," "Doctor In The House," "Man With A Million" and "The Seekers."

> JARO has kidnapped much business for exhibitors this year with its release of "The Kidnappers". All our films now in release are doing hold-over business and we promise to maintain a steady flow of top pictures that will continue to kidnap top grosses for all exhibitors.
> FRANK FISHER, General Manager, JARO.

RKO, "Susan Slept Here," "The Conquerors," "This Is My Love," "Cattle Queen of Montana," "Passion" and Disney's first CinemaScope picture "20,000 Leagues Under The Sea."

> Despite the delivery of fewer pictures by RKO, the type of product now in release, will provide a gross for 1954-55 which will exceed anything in the history of RKO in Canada.
> JACK LABOW, Canadian General Manager, RKO.

Warners, "The High And The Mighty," "Ring Of Fear," "King Richard And The Crusaders," "Battle Cry," "Dragnet" and Judy Garland in "A Star Is Born."

> The Warner Freres are definitely "On The Beam" with three of the company's most important forthcoming productions, completed and awaiting national release.
> HASKELL MASTERS, Canadian General Manager, Warner Bros.

United Artists, "Suddenly" with Frank Sinatra in his second non-singing role, "Khyber Patrol," "The Golden Mistress" and Joseph Mankiewicz's "Barefoot Contessa."

> We are coming up with the greatest number of truly box-office blockbusters in the history of the company, together with an overall release schedule of 4 pictures per month, assuring all Canadian exhibitors of a steady flow of the right kind of product money-makers.
> CHARLES CHAPLIN, Canadian General Manager, United Artists.

20th-Fox, "Broken Lance," "The Egyptian," "There's No Business Like Show Business," "Woman's World," "Desiree."

> Now that all types of theatres will be able to present CinemaScope pictures—our studio is geared to produce a continuous flow of the most potent product this company has ever released.
> We can guarantee for the remainder of 1954-55, that theatres throughout the Dominion will experience a consistancy in maximum box-office prosperity the likes of which has never been seen.
> PETER MYERS, Canadian General Manager, 20th Century-Fox.

> Increasing ticket sales in our theatres prove the superior quality of motion picture entertainment now being shown.
> J. J. FITZGIBBONS, President, Famous Players Canadian Corp.

SPENCER

(*Continued from Page 1*)

drive-ins in Canada to 214, and raising to 30 the number of ozoners opening since the first of the year, with at least another 24 reported in various stages of construction.

The Mountain Drive-in is located on the Val D'Amour highway, about two miles from Campbellton and features all the latest equipment. The operation is under the capable direction of Gordon Gazeley, who also manages Spencer's Paramount and Capitol theatres. Warner Bros. "The Big Trees" starring Kirk Douglas, was the opening film.

"Tampering" States Maritimes Drive-In

The City Council for the Town of Lancaster, N.B., this week reported that it had found no evidence to substantiate charges that someone had tampered with plans for the proposed Drive-in theatre to be located on Manawagonish Road.

Sitting on four occasions late in July and early this month a committee was set up to investigate charges by a City Councillor that plans for the theatre had been tampered with by an addition of figures relating to the height of the proposed screen.

Council has previously emphasized that the committee"s report had no bearing on its decision on whether or not to grant a building permit to Rodney Wiggins who, proposes to build the Drive-in theatre. The investigation was merely to determine whether any city employee had been at fault in "tampering" with the plans.

The controversy over this proposed Drive-in theatre has waged now for many months.

RKO DRIVE

(*Continued from Page 1*)

Quotas for the Drive were set for each branch, by talking the average weekly billings for the same period of time for the top year each branch has had to date. The billings for the first 4 weeks have exceeded this record quota, Mr. Labow informed The Digest, backed up by some of the biggest box-office winners RKO has ever had. The films in release during the Drive are, Pinocchio, French Line, The Living Desert and Carnival Story.

The St. John branch under Branch Manager Kenneth Snelgrove is leading in the 4th week of the Drive.

Across the Country

(*Continued from Page 3*)

Ottawa

Hold-overs as of last week in Ottawa, included "The Student Prince" at the Capitol, "The Adventures of Robinson Crusoe" at the Little Elgin Theatre, "Secret of the Incas" at the Regent, "The Robe" at the Nelson, and "Garden of Evil" at the Odeon.

• • •

Television so far has shown little—if any—competition to the movies in Canada's capital city. Bob Blackburn, who runs the TV column in the Ottawa Citizen, says CBC-TV has nothing to keep viewers away from the theatres. But theatre managers are keeping their fingers crossed, what with a new CBC-TV tower, now in the course of erection just outside the city, and the Big Four Football games coming this way from Toronto, Hamilton and Montreal. All home games of the Rough Riders will be blacked-out in the Ottawa area.

• • •

Moviegoers with robbery on their minds stayed in the building after the last show ended at the Linden Theatre, Ottawa, on Saturday night, ransacked the cashier's booth and a soft drink machine in the foyer of approximately $110 before slipping out an exit door. The crime was not discovered until owner Casey Swedlove visited his theatre Sunday morning.

• • •

The Nelson Theatre, one of the 20th Century (Twinex) chain in Ottawa, is now equipped for the presentation of films via CinemaScope. Famous Players' Capitol was first with the new medium, followed by the Odeon. The Cartier, a Famous Players' unit in Hull, Que, (across the Ottawa River), is also equipped for CinemaScope and stereophonic sound. The Robe was selected as the first CinemaScope presentation at the Nelson and was held over for a second week.

Vancouver

Gordon Brewerton, President of Mayfair Theatres Ltd. operator of two indoor spots at Cardston in Southern Alberta, opened his new Park Drive-in near the town. It has a 200-car capacity. The Ridge Drive-in at Hammond in the Fraser Valley with a 500-car capacity also opened this week, it's 3 miles from Haney. Owners are the Ridge Drive-in Theatres Ltd. with Ivan Morrison of Port Coquitlum, President.

Ozoners at Port Alberni on Vancouver Island and Prince George in Northern B.C. will open this month, owners are Harold Warren, PA, and Herb Stevenson, Prince George.

• • •

Max Chechik of Mayer Enterprises operators of the Bay, Vancouver and two Drive-ins in this area is back from an Eastern Canada trip. His brother Benny is still in Australia and reported interested in ozoners down-under.

• • •

John Hamill, who was in Edmonton assisting Sam Binder in opening the new Odeon Theatre is back in town awaiting a new assignment with the circuit on the coast.

• • •

Jack Benny and his "Variety Review" broke the all time record for the Georgia Auditorium, Vancouver, netting $28,800 for four days, big business for this town.

• • •

Two CinemaScope pictures did solid business in Vancouver, "The Student Prince" at the Capitol, and "Garden of Evil" at the Odeon-Vogue. "The Robe" is now playing suburban houses and the Paramount Drive-in. CinemaScope is being installed at the Odeon, Duncan and the Capitol. Both theatres are on Vancouver Island. All Famous Players upcountry houses will have wide-screens shortly.

• • •

Earl Dalgleish, Vancouver W-B manager, is happy at the grosses being turned in by "Phantom of the Rue Morgue" at Dick Lett's Strand Theatre, Vancouver.

• • •

Drive-in operators who were forced to close down their Sunday shows would like to know how come the Ruskin Drive-in is allowed to stay open on Sundays, it's in B.C.

Record No. Inductees FP 25 Year Club

This year 90 employees and associates of Famous Players will become members of the 25 Year Club. This is the largest group yet to be inducted many of them are projectionists for this year marks the 25th anniversary of the introduction of sound in our theatres.

Induction ceremonies are planned in a number of key centres and will be presided over by Mr. Fitzgibbons, Mr. Bolstad and other head office executives. Dates for the 25 Year Club meetings are as follows:

Winnipeg, September 13th; Regina, September 15th; Calgary, September 16th; Vancouver, September 20th; St. John, October 4th; Toronto, October 18th; Montreal, October 20th.

Following is a list of the 25 Year Club members for 1954:

C. H. Aitchison, Toronto; Mrs. E. Ampleman, Quebec; L. E. Arnold, Toronto; Miss M. A. D. Auclair, Ottawa; W. Ayres, Toronto.

B. Bahrynowski, Fort William; W. Bennett, Vernon; L. Bishop, Toronto; J. A. Bond, Toronto; O. Bowes, Moose Jaw; P. D. Brown, Toronto (Deceased); W. Brown, Calgary.

A. Castrucci, Toronto; W. J. Chase, St. John; K. H. Clark, Kingston; A. M. Crowell, Halifax.

R. W. Davy, Kingston; E. J. Demerah, Ottawa; A. DeSalliers, Windsor; L. R. Duck, Toronto; H. K. Durham, Shaunavon; Mrs. L. A. Durham, Shaunavon.

Mrs. A. W. Easthom, Vancouver; S. B. Ellerington, Vancouver.

C. R. Fields, Moose Jaw; J. F. Fitzgerald, St. John; Mrs. V. Francis, Regina; C. J. Ford, Brockville.

E. Gagnon, Quebec; Miss V. Gillis, Sydney; A. Gaudette, Three Rivers; Mrs. V. C. M. Glynn, Toronto; A. R. Gunn, Toronto.

I. F. Hackie, Winnipeg; J. R. Hartree, Regina; L. W. Hicks, Calgary; J. F. Hyland, Toronto.

Mrs. L. Jarvo, Cornwall; A. E. Jackson, Toronto; Miss B. Jordan, Montreal.

W. L. Karp, Vancouver; P. Kehayes, Ottawa; F. B. Kipling, Quebec.

H. W. Lackey, Calgary; Miss Y. Laplante, Quebec.

W. J. Langmuir, St. Catharines; W. B. Lovell, Niagara Falls.

E. B. Marshall, Vancouver; J. R. Martin, Vancouver.

W. E. McCartney, Vancouver; J. P. McGuire, Ottawa; T. H. McLelland, Brantford; R. J. Mitchelltree, Calgary.

N. W. Novak, Winnipeg.

Miss A. Olynik, Winnipeg.

W. J. L. Pacey, Vancouver; L. H. Parker, Ottawa; C. H. Perry, Sudbury; H. Plante, Quebec; H. L. Preston, St. Thomas.

C. Rau, Victoria; J. R. Reaney, Winnipeg; J. P. Reidy, Montreal; N. Rizzo, Hamilton; G. T. Robert, Three Rivers; S. J. Roberts, Three Rivers; J. E. Robinson, Belleville; J. Rosenberg, Montreal; G. E. Ringel, Preston.

H. P. Scott, Sydney; Miss V. E. St. Edward, Toronto; R. H. Shepherd, Montreal; W. E. Shields, Toronto; R. C. Shortt, Toronto; Miss H. M. Simpson, Guelph; C. G. Smith, Chilliwack; D. Smith, Windsor; G. H. Stephen, Sault Ste. Marie; Mrs. Rose Stephens, Ottawa; A. S. Summers, Vancouver.

W. H. Taylor, Vancouver; Mrs. E. Thompson, London; E. L. Turner, Winnipeg; L. A. Turoldo, Brandon.

P. Valliere, Quebec.

P. Walsh, Saskatoon; S. G. Williams, Cornwall; F. L. Willis, Winnipeg.

R. E. Young, Halifax.

A. B. Zumar, Ottawa.

"CinemaScope Grossing Power Tremendous" — A. Silverstone

Arthur Silvertsone, Assistant General Sales Manager, 20th Century-Fox was in Toronto the latter part of last week, conferring with Peter Myers, Fox's Canadian General Manager on company business.

Interviewed by The Digest, Mr. Silvestone disclosed that there were close to 7,000 CinemaScope installation in the US and Canada. 3,500 of the theatres are equipped with full stereophonic sound and about 3,000 with optical sound. Of the total installations Mr. Silverstone stated that about 900 were in Drive-in theatres.

Mr. Myers, who was present during the interview, interjected at this point, with the information that the Spencer circuit's Charlotetown house, Prince Edward Island will open with "The Robe", September 1, and that the Edmonton and Calgary Drive-Ins, operated by Feldman and Kershaw would provide two Drive-Ins runs in both cities for C-Scope films.

Mr. Silverstone, when asked for comparative figures on pictures released by his company in 2D as against films presented in CinemaScope, quoted the following examples, proving without a doubt the tremendous grossing power of CinemaScope.

Mr. Silverstone's examples: "King Of The Khyber Riffles" (C'Scope) starring Tyrone Power with 2,200 dates grossed over $2 million; "Pony Soldier" (2D) with Power staring, in close to 16,000 situations grossed $1,700,000.

"Twelve Mile Reef" (C'Scope) in about 2,380 bookings grossed $2,600,000, while a similar type of picture "Frog Men" (2D) in 17,000 theatres grossed $2,1000,-000.

"River Of No Return" (C'Scope) with Marilyn Monroe in 2,000 runs has grossed $2,100,000 while Niagara (2D) also starring Marilyn Monroe in 15,000 houses grossed only $2,200,000.

Two other Monroe vehicles were used by Mr. Silverstone as examples, "How To Marry A Millionaire" (C'Scope) which in 3,200 dates has piled up close to $5 million, while "Gentlemen Prefer Blondes" (2D) in 13,200 bookings grossed $4,500,000.

Silverstone pointed to the above figures as proof that the saying that CinemaScope was big, did not only come from the size of the screen used, but by the figures rung up at all theatres where CinemaScope features were played.

What's In A Name?

Wonder if any other current release can beat The "Maggie", currently making the rounds of Canadian theatres.

During production at J. Arthur Rank's Ealing Studios in England, its working title was "The Puffer Story" and then "The Puffers". It was then decided to call it "Highland Fling", but MGM captured this title, and Rank changed it to "The 'Maggie'", under which it has been released in Canada.

The United States didn't want that title, and chose "Scots On the Rocks", but another film was released called "Scotch On The Rocks", and that handle was dropped. For a while everyone seemed happy about "Tale Of A Tub", but now we hear that the final and official title is "High And Dry."

Noted Film Historian Terry Ramsaye Dies

Terry Ramsaye, consulting editor and columnist of the Motion Picture Herald and author of the two-volume history of silent films "A Million And One Nights," died on Thursday at the Norwalk General Hospital. His age was 68.

A brilliant and colorful columnist, Mr. Ramsaye, was admitted to the hospital on August 9 after a fall at his home in New Canaan. He had been under treatment for a cardiac condition for several years.

Mr. Ramsaye is survived by his widow, Mrs. Helene Thompson Ramsaye and his mother.

Mr. and Mrs. R. W. Bolstad and their daughter Shirley, photographed at Jasper Park Lodge, where they were spending a vacation. Mr. Bolstad is Vice-president of Famous Players Canadian Corp.

BEN HALTER with the Film Weekly since April, 1945, becomes Managing Editor for Julius Hayman Ltd., on September 3. The Firm publishes The Jewish Standard, and a number of other publications.

Johnny Guitar Tops The Quiet Man

Completing its first-run engagement recently in twenty-nine houses in Loew's Metropolitan Circuit, New York, Republic's "Johnny Guitar," starring Joan Crawford, out-grossed the company's record-breaking run of "The Quiet Man" in the same theatre two years ago.

Eleven of the Loew's houses which originally booked for a five-day showing, held over the picture.

ADMISSIONS

(*Continued from Page* 1)

lections of amusments and admission taxes now being levied.

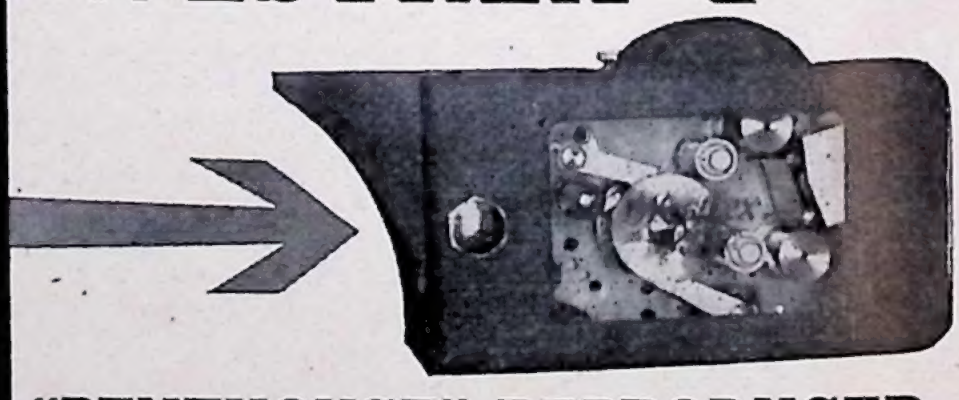
Canadian government reports that such amusement taxes accounted for a net general revenue of $22,849,000 in the past fiscal year ended Dec. 31, 1953, for all provinces. This compares with $21,000,000 in 1952 and $20,000,-000 in 1951.

Ontario theatres led the nation in such collections wth $10,691,-000 and this was followed by $4,-690,000 for Quebec, $3,459,000 for British Columbia, $1,400,000 Alberta, $1,215,000 Manitoba, $707,000 Nova Scotia, $400,000 New Brunswick, $132,000 Prince Edward Island, $58,000 Saskatchewan, and $12,000 Yukon.

Tab Hunter Plans Visit To Canada

Tab Hunter is making his first visit to Canada now that he finished his role as the brother of Robert Mitchum in "Track of the Cat," Batjac CinemaScope production for Warners. Tab is traveling by auto to Lake Placid, where he will resume his active interests in ice skating. His itinerary includes stops at Windsor, Ottawa, Toronto and other Canadian cities.

WESTREX



"PENTHOUSE" REPRODUCER

Call it a 'penthouse', 'sandwich' or 'button-on' reproducer, the Westrex is the simplest and cheapest way to get stereophonic sound reproduction from a complete print. It can be used with any modern projector or soundhead. It is small and does not interfere with operation of projection equipment. Westrex is film-pulled and requires no special lubrication or maintenance. Write or ask for complete details.

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By MAX CHIC

We hear via the grape-vine that Pola-Lite have a number of surprises up their sleeve . . . including an already finished feature, "Men Of Sherwood Forest" and "Break In The Circle" which is going into production . . . the Perspecta Sound demonstration at Loew's Uptown, Toronto, will have to wait for next week's issue, as it took place on Thursday.

Jack Arthur, erstwhile associate in the film business, but still connected with the entertainment field, through being top man in the CNE's Grandstand Show, has taken to endorsing products .. . **Jack's** photo and message were used in a Canada Dry ad in Weekend magazine . . . the Plaza, Tillsbury, Ont., has been bought by **Fred J. Campbell** and will re-open August 27.

Murray Sweigman will have an actual Superscope lens in his possession by August 30th . . . a demonstration will be announced shortly . . . **Archie Laurie** mentioned the possibility of a World Premiere in Montreal for UA's "Operation Manhunt" which was shot in Montreal and uses a number of local actors.

"Salt Of The Earth", which played two weeks at **Herman Shawn's** Variety theatre, Toronto, has been booked for two weeks at the La Salle, Sudbury . . . our condolences to **Hye Bossin** . . . he is losing a valued emissary when **Ben Halter** takes over his new post with the Jewish Standard . . . a big story is due to break soon on a wrangle that has tied up much newspaper space and created many headaches for folk in showbusiness.

20th-Fox's Toronto screening room will soon be ready for CinemaScope with Stereophonic Sound . . . 3 speakers are being used . . . **Bill Walkey,** manager of the Queens, Hamilton, has left to follow the straight and narrow . . . he goes to work for the Ont. Dept. of Highways . . . **Ruta Lee,** escorted by **Chet Friedman,** whipped up, with the able assist of many theatre managers across the country, over 22,675 free lineage, promoting MGM's "Seven Brides For Seven Brothers."

The Event Of The Week. The culmination of a terrific promotion, the winner of the Heidi contest left for Switzerland last week.

Boasberg Resigns

Charles Boasberg will resign as general sales manager of RKO Radio Pictures, effective Oct. 30, James R. Grainger, president, announced. Mr. Boasberg will become associated "on a profit sharing basis" with the American Production and Distribution Corp., which is being organized by Fred Schwartz, president of the Century Theatre Circuit in New York.

Mr. Grainger also reported that Walter Branson would take the title of world-wide manager starting August 23rd.

MGM's Seven Brides Hits New Record

MGM's "Seven Brides for Seven Brothers" finished its 25th day at Radio City Music Hall, N.Y. last week with the largest take for that period in the history of the theatre, establishing at the same time a new all-time high for MGM product, the company said. Previous MGM high grossing picture for the period was "Rose Marie" with "Ivanhoe" following. By last Monday, "Seven Brides For Seven Brothers" was expected to tally close to $700,000 with no end of the run in sight.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
The High and the Mighty (WB) CinemaScope and WarnerColor with John Wayne and Claire Trevor.

SHEA'S
Hell Below Zero (Col.) Technicolor with Alan Ladd.

UNIVERSITY
Fifth Week. Knock on Kood (Para.) Technicolor with Danny Kaye.

EGLINTON
Fourth Week. 3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

NORTOWN
Living It Up (Para.) Technicolor with Dean Martin and Jerry Lewis.

ODEON
2nd Week. Man With a Million (JARO) Technicolor with Gregory Peck.

UPTOWN
Valley of the Kings, (MGM) with Robert Taylor and Eleanor Parker.

LOEW'S
5th Week. Gone With the Wind (MGM) Technicolor with Clark Gable and Vivien Leigh.

HYLAND & CHRISTIE
4th Week. The Maggie (JARO) with Paul Douglas.

TOWNE CINEMA
Hobson's Choice (IFD) with Charles Laughton.

DOWNTOWN
Playgirl (EU) with Barry Sullivan and Shelly Winters.

MONTREAL

PALACE
4th week. 3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

LOEW'S
Gone With the Wind (MGM) Technicolor with Vivien Leigh and Clark Gable.

PRINCESS
2nd week. The Wild One (Col.) with Marlon Brando.

CAPITOL
Susan Slept Here (RKO) Technicolor with Dick Powell and Debbie Reynolds.

IMPERIAL
How To Marry a Millionnaire (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

ORPHEUM
The Lone Gun (UA) and Return to Treasure Island (UA)

KENT
20th Week. The Kidnappers (JARO) with Vincent Winter.

ALOUETTE
Histoires Interdites.

WINNIPEG

CAPITOL
2nd week. Knock On Wood (Para.) Technicolor with Danny Kaye.

LYCEUM
Queen of Sheba (Cardinal)

MET
Gone With the Wind (MGM) Technicolor with Clark Gable and Vivien Leigh.

ODEON
It Should Happen to You (Col.) with Judy Holliday and Peter Lawford.

GARRICK
Johnny Guitar (E-U) with Joan Crawford and Sterling Hayden.

GAIETY
Sun Valley Serenade (20th-Fox) and Orchestra Wives (20th-Fox).

CALGARY

CAPITOL
2nd week. 3 Coins in the Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

PALACE
Secret of the Incas (Para.) Technicolor with Charlton Heston and Robert Young.

GRAND
2nd week. The High and the Mighty (WB) CinemaScope and WarnerColor with John Wayne and Claire Trevor.

STRAND
Laughing Anne (E-U) and Untamed Heiress (E-U).

VANCOUVER

CAPITOL
2nd week. The Student Prince (MGM) CinemaScope with Ann Blyth and Edmund Purdom.

ORPHEUM
Gone With the Wind (MGM) Technicolor with Clark Gable and Vivien Leigh.

STRAND
Phantom of the Rue Morgue (WB) 3-D and WarnerColor with Karl Malden.

VOGUE
2nd week. Garden of Evil (20th-Fox) CinemaScope and Technicolor with Gary Cooper and Susan Hayward.

PLAZA
Witness To Murder (UA) with Barbara Stanwyck and George Sanders.

SAINT JOHN

STRAND
Tanganyika (E-U) Technicolor with Van Heflin and Ruth Roman.

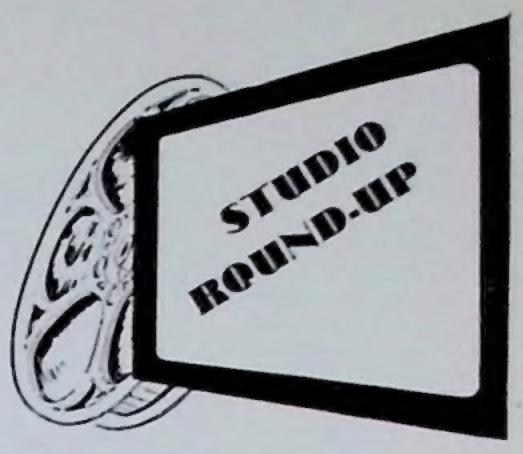
CAPITOL
The Queen of Sheba (Cardinal) and Hot Ice.

PARAMOUNT
About Mrs. Leslie (Para.) with Shirley Booth and Robert Ryan.

KENT
The Big Sky (RKO) and The Bowery Boys Meet the Monsters (AA).

Romeo And Juliet

The world premiere of JARO's "Romeo and Juliet" has been set for September 23 at the Odeon, Leicester Square, London.



Herbert J. Yates, president of Republic announced that **Sterling Hayden** had been signed for a long-term, multiple-contract, and that he would be co-starred with **Vera Ralston** in "Timberjack", a top-budgeted drama to be filmed on Vancouver Island . . . **Lorne Greene,** Canadian stage actor and radio broadcaster reports to Warner Bros. for his role of Peter in "The Silver Chalice" . . . **John Huston's** first film for Allied Artists will be "The Man Who Would Be King" . . . Final scenes for "The Conquerors" are being shot on the RKO lot. This CinemaScope-Technicolor epic of Genghis Khan co-stars **John Wayne** and **Susan Hayward** . . . It's **Ernest Borgnine** for the title role in the **Hecht-Lancaster** film "Marty", for U.A. . . . The feminine lead in "The Seven Year Itch," 20th Century-Fox, goes to **Marilyn Monroe,** with **Billy Wilder** directing this CinemaScope version of the comedy hit . . . Paramount's "The Trouble With Harry," VistaVision, will be directed by **Alfred Hitchcock** . . . Producer **Paul Gregory** announces **Shelley Winters** will be co-featured with **Robert Mitchum** in the U.A. release "Night Of The Hunter" . . . The Vera Cruz Production "Cangaceiro," winner of the 1953 Cannes Film Festival Award, is to have world-wide release by Columbia, and will be the first Brazilian film to be shown in the U.S. . . . One of the biggest 1954 projects for U-I will be the Technicolor-CinemaScope "To Hell and Back," having as its star **Audie Murphy,** author of the novel, shooting date set for this week; also before the cameras at U-I is "Foxfire," starring **Jane Russell** and **Jeff Chandler** . . . MGM have assigned **Ava Gardner** and **Stewart Granger** for leading roles in "Bhowani Junction," direction by **George Cukor** and produced by **Pandro S. Berman** . . . **Tyrone Power** growing a beard for his stint in 20th-Fox's "Untamed" . . . **Cecil B. DeMille** planning to leave Hollywood for Egypt early in September to start filming "The Ten Commandments," his 70th and most important feature, which he will produce and direct for Paramount in VistaVision.

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